Know Your Business: Align Around an Integrated View

Unlock insights and drive growth with the power of real-time, effortless data integration.

Every day, the average business pulls data from 400 diverse sources—such as social media analytics, financial reports, and market trends[1], and navigating this data deluge demands a sophisticated understanding of data integration and analytics. Unfortunately, not every business leader has the time or capacity to manage these processes, and without modern data integration capabilities, you must deal with slower decision-making, missed opportunities, and a compromised ability to meet today's market demands.

A strategic approach to data integration and analytics is not just beneficial—it's essential. By 2025, more than three-quarters of enterprises will have data spread across multiple cloud providers and on-premises data centers, requiring investments in data management products that span multiple locations[2].

You must also be able to use these connections to create reusable business data and application integrations and manage API connections between cloud and local applications. Traditional data management tools, with their ineffective integration capabilities and overly complex user requirements, often fail to support fast and efficient decision-making. Data leaders need a platform that can give them broader access to data, improve data quality, and address a variety of use-cases, without the need for complex integration using multiple products.

[1] IDG.com

[2] Matt Aslett, VP and Research Director of Ventana Research

[3] https://www.actian.com/customer-stories/academy-bank/

Solve Industry Challenges with a Modern Data Platform

Goal	Obstacle	Solution
Marketing 360 Analytics	Data from multiple tools makes it difficult to get a full 360-degree view of customers for marketing analytics, and the complexity of integrating and analyzing data from diverse marketing platforms can overwhelm leaders, obscuring customer insights.	Actian's no-code/low-code integration capabilities simplify the consolidation of data, making it easier for any business leader to report on customer behavior and preferences, personalize engagement, and improve Return on Marketing Investment (ROMI)
Sales and Operations Analytics	Integrating real-time data for analytics is often hampered by technological limitations, delaying insights into sales and operations.	The Actian Data Platform facilitates real-time data integration and analytics, offering immediate insights into sales trends and operational efficiencies.
API Integrations	Pulling data from siloed data sets, like sales data, customer web behavior, marketing trends, and operational metrics, is time consuming and often a manual process.	By leveraging the Actian Data Platform's native API integrations, you can easily bring together varied data sources into a single data warehouse. This centralized approach helps unveil patterns, trends, and opportunities previously obscured by data silos, offering a complete picture of your data landscape and saving 4+ hours of daily manual data entry.[3]

Gaining Actionable Insights from Across the Business

Actian's solutions transcend traditional data management by offering a robust, integrated platform that not only breaks down silos between disparate data sources, but also delivers actionable insights across all business functions. Whether it's unlocking the potential of Marketing 360 Analytics, driving efficiency in sales and operations, optimizing revenue, or seamlessly connecting systems through API integrations. Actian equips you with the tools you need to confidently navigate your business in any environment to drive desired outcomes.

The Actian Data Platform has three main components to manage data with flexibility:

- **Connect Your Data**: End data silos and data chaos by easily connecting data from any data source, ensuring accurate, timely, high-quality data you can trust.
- **Manage Data with Flexibility**: Actian drives and monitors the entire data journey, from transactions to integrations to warehousing and analytics, with a fully managed platform that offers scalable hybrid storage.
- **Analyze data 9x Faster for a Fraction of the Cost**: Actian delivers REAL real-time analytics with patented technology that allows you to keep your analytics dataset up to date without affecting downstream query performance.

Also Trusted By

Academy Bank Saves 4 Hours Per Day with Actian

Challenge
Create, maintain, and expose data integrations and orchestrations using a hybrid cloud environment.

Solution
The Actian Data Platform allowed Academy Bank to securely expose previously developed integrations to cloud-based applications and third-party vendors with automation that provides real-time updates to its core banking system

Outcome
Saved 4+ hours of daily manual data entry and developed new online services to improve the customer experience

About Actian

Actian makes data easy. We deliver cloud, hybrid cloud, and on-premises data solutions that simplify how people connect, manage, and analyze data. We transform business by enabling customers to make confident, data-driven decisions that accelerate their organization's growth. Our data platform integrates seamlessly, performs reliably, and delivers at industry-leading speeds. Learn more about Actian, a division of HCLSoftware: **www.actian.com.**